

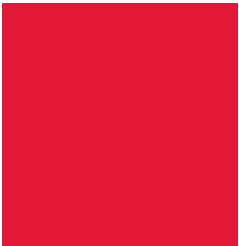


BUCKET SALE

STYLE GUIDE 2024

JOB #: 1338603888
IN MARKET DATE(S): AUGUST 2-4, 2024

PRIMARY

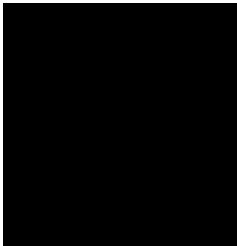


ACE RED

CMYK
C 0
M 100
Y 81
K 4

RGB
R 227
G 25
B 55

HEX
d54443

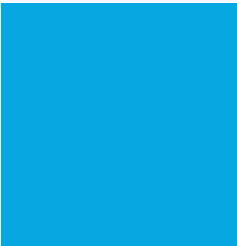


**PANTONE
Black C**

CMYK
C 0
M 0
Y 0
K 100

RGB
R 0
G 0
B 0

HEX
000000

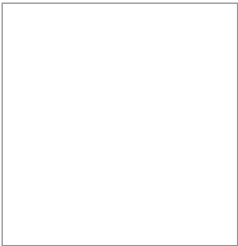


SKY BLUE

CMYK
C 73
M 16
Y 0
K 0

RGB
R 6
G 167
B 224

HEX
06A7E0

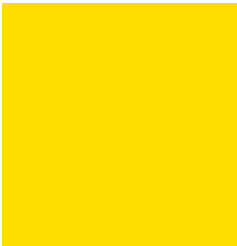


WHITE

CMYK
C 0
M 0
Y 0
K 0

RGB
R 255
G 255
B 255

HEX
FFFFFF



CMN YELLOW

CMYK
C 0
M 10
Y 98
K 0

RGB
R 255
G 221
B 0

HEX
FFDD00

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherence to brand standards.
 Our standard price treatment remains the same throughout the quarter.

HEADLINE, SUBHEAD, NUMBERS

Mindset

UPPERCASE

Optical Kerning - 0

Body

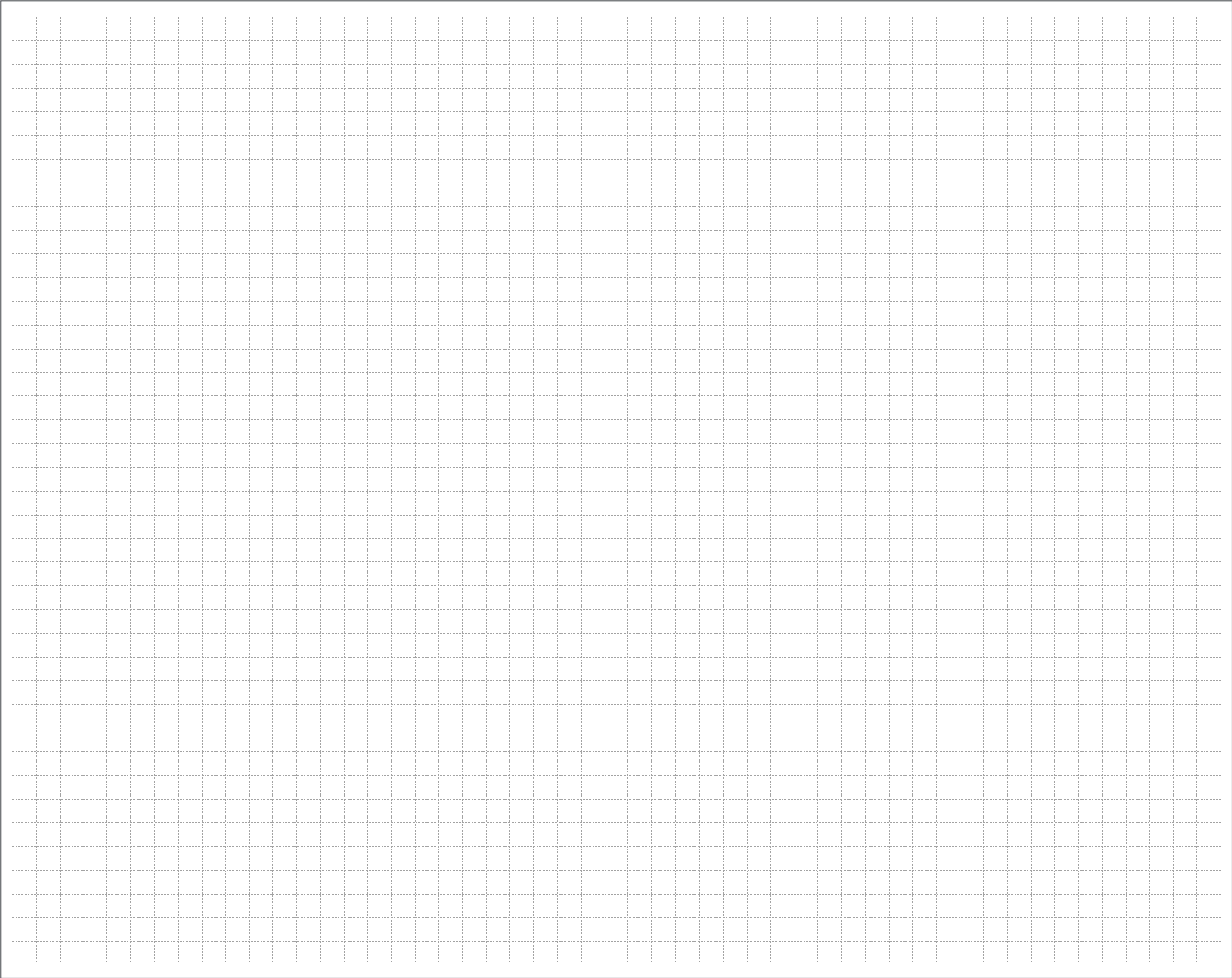
Roboto Bold

Sentence case

Optical Kerning - 0

[DOWNLOAD ASSETS](#)

Gray Graph Paper should be used as the background element in all pieces.



Gray Graph Paper

Filename: shutterstock_1907129758-gray.ai

DOWNLOAD ASSETS

IMAGE OF CMN ALL-STARS WITH BUCKET

IMAGE OF BUCKET

Horizontal Grouping

Vertical Grouping



Can be shown individually when animated

DOWNLOAD ASSETS

STEPS HORIZONTAL LAYOUT

STEPS VERTICAL LAYOUT

1

DONATE
\$5
to our local
CMN Hospital for a
five-gallon bucket*
While quantities last.

2

RECEIVE
20% OFF*
almost everything
that fits in your bucket
1503390

3

CELEBRATE
100% OF YOUR DONATION
benefiting our local
CMN Hospital

CHILDREN BIO TYPE TREATMENT	EXAMPLE
NAME Affliction Hospital	LILY Lifelong Patient MultiCare Yakima Memorial Hospital

DISCLAIMER

SHOULD BE CLEAR AND CLOSE PROXIMITY TO DESIGN

*LIMIT ONE BUCKET AND ONE OFFER REDEMPTION PER CUSTOMER. Valid in-store only at participating Ace Hardware stores. Discount applies to the regular price of in-stock merchandise that can fit inside the bucket at one time. Merchandise placed in the bucket must remain in its original packaging. No rain checks will be given. Not valid on prior purchases. NOT VALID ON ALL BRANDS EVEN IF SHOWN IN THIS ADVERTISEMENT AND NOT VALID FOR THE FOLLOWING: rentals, services, gift cards, gov't issued items (e.g., garbage tags), building materials, pet food, fuel, power tools/equipment, small appliances, water heaters, grills, Benjamin Moore®, Big Green Egg®, EGO™, Magnolia Home by Joanna Gaines®, STIHL, Toro®, Traeger®, Weber®, and YETI®, and other items individual stores or acehardware.com/customer-service?page=exclusions may designate. Cannot be used with any other offer except rewards. See store for additional details. If merchandise is returned, customer will receive discounted price paid.

1

DONATE
\$5
to our local CMN
Hospital for a
five-gallon bucket*
While quantities last.

2

RECEIVE
20% OFF*
almost everything that
fits in your bucket
1503390

3

CELEBRATE
100% OF YOUR DONATION
benefiting our local
CMN Hospital

Collateral Examples

FULL PAGE

ACE
The helpful place.

AUGUST 2-4
STEP UP TO HELP KIDS

1 **DONATE**
\$5
to our local CMN Hospital for a five-gallon bucket* While quantities last.

2 **RECEIVE**
20% OFF*
almost everything that fits in your bucket 1503390

3 **CELEBRATE**
100% OF YOUR DONATION
benefiting our local CMN Hospital

LILY
Lifelong Patient
MainCare Veterans
Memorial Hospital

NILE
Ongoing Patient
University of Iowa
Stoel Family
Children's Hospital

AVERY
Ongoing Patient
UPMC Children's
Hospital

**Children's
Miracle Network
Hospitals**



March Month Long

AP1

2201226ML_001_Versions: CA,DS,FN,NR,NWSO,TR

MOD

ACE
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MEMORIAL DAY EVENT MAY 16-31

20% OFF
gallons of Benjamin Moore
ben® Interior Paint
1503390

20% OFF
gallons of Magnolia
Home by Joanna
Gaines® Paint
Store stock only.
Some restrictions apply.

50% OFF
Purdy® or
Wooster® Paint
Applicators
Limit of total discount
\$200. Discounted items
must be of equal or lesser
value. Store stock only.
Some restrictions apply.
Brands may vary by store.

AUGUST 2-4
STEP UP TO HELP KIDS

1 **DONATE**
\$5
to our local CMN Hospital for a five-gallon bucket* While quantities last.

2 **RECEIVE**
20% OFF*
almost everything that fits in your bucket 1503390

3 **CELEBRATE**
100% OF YOUR DONATION
benefiting our local CMN Hospital

**Children's
Miracle Network
Hospitals**



Big Green Egg® XLarge Ceramic Grill & Smoker
REG. \$1,399.95
SAVE \$100
\$1,259.00

Weber® Genesis® SA-E-330® Gas Grill
REG. \$1,399.95
SAVE \$100
\$1,259.00

Traeger® Timberline 825 Wood Pellet Grill
REG. \$2,099.95
SAVE \$400
\$1,699.95

SAVE \$700

LIMITED QUANTITIES

Accessories sold separately.
Amounts, taxes, and restrictions apply.

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[illegible]

ACE
The helpful place.

SAVE \$XX
+Bonus Offers
Inside!

AUGUST 2-4

STEP UP TO HELP KIDS

1 DONATE
\$5

to our local CMN Hospital for a five-gallon bucket^a
While quantities last.

Children's Miracle Network Hospitals

2 RECEIVE
20% OFF^A

almost everything that fits in your bucket
1503390

LILY
Lifelong Patient
MultiCare Yakima Memorial Hospital

3 CELEBRATE
100% OF YOUR DONATION

benefiting our local CMN Hospital

NILE
Ongoing Patient
University of Iowa Stead Family Children's Hospital

AVERY
Ongoing Patient
UPMC Children's Hospital

SAVE

Outstanding Offers Inside
(courtesy of your local Ace!)

ACE REWARDS
SHOP • EARN • SAVE

12505_CMN

ALWAYS REACHES FOR

Offers valid 6/1 - 6/27.
See front of reader for details.

SE

\$99.00

**Craftsman® V20®
Lithium-Ion
Battery & Charger
Starter Kit**

Includes two 2-Ah batteries and charger
2834252

**Craftsman® (bare tool)
Power Tools**

A. Wet/Dry Vac
B. Jigsaw
C. Circular Saw
D. Reciprocating Saw
2000052, 2834315, 2834298, 2834877
Limit 4

YOUR CHOICE

\$119.00 - \$20 ACE REWARDS EXCLUSIVE*

\$99.00
each

**DEWALT® 20 Volt MAX Lithium-Ion
Power Tools & Accessories**

- Compact Impact Driver Kit
- Wet/Dry Vac (bare tool)
- Bluetooth® Jobsite Speaker
- Compact Drill/Driver Kit

2029375, 2538445, 2662993, 2029574
Limit 4 each at this price.

YOUR CHOICE

\$139.00 - \$20 ACE REWARDS EXCLUSIVE*

\$119.00
each

**DEWALT® 20 Volt MAX Lithium-Ion
Power Tools & Batteries**

- Battery 2/pkg
- Angle Grinder (bare tool)
- Circular Saw (bare tool)
- Reciprocating Saw (bare tool)

2402733, 2398366, 2393122, 2393114
Limit 4 each at this price

\$229.00 - \$60 ACE REWARDS EXCLUSIVE*

\$169.00

**DEWALT® ATOMIC 20 Volt MAX
Brushless Lithium-Ion Compact Drill
& Impact Driver Kit**

2020479
Limit 4 at this price

**BUY ONE OF THESE
GET THIS**

FREE

**DEWALT® 20 Volt MAX
Power Stack Lithium-Ion
Battery & Charger
Starter Kit**

2017896
Limit 4

**DEWALT® 20 Volt
MAX Lithium-Ion
Power Tools
(bare tools)**

- Compact Circular Saw
- Oscillating Multi-Tool
- Random Orbit Sander
- One-Handed Reciprocating Saw

2002216, 2538395,
2862977, 2005818

DEWALT

*LIMIT ONE BLOCKER AND ONE OFFER REDEMPTION PER CUSTOMER. Valid in-store only at participating Ace Hardware stores. Discount applies to the regular price of in-stock merchandise that can fit inside the bucket at one time. Merchandise placed in the bucket must remain in its original packaging. No rain checks will be given. Not valid on prior purchases. NOT VALID ON ALL BRANDS EVEN IF SHOWN IN THIS MAILER AND NOT VALID FOR THE FOLLOWING: rentals, services, gift cards, gov't issued items (e.g., postage bags), building materials, pet food, fuel, power tools/equipment, small appliances, water heaters, grills, Benjamin Moore® Big Green Egg® EGG, Magnolia Home by Joanna Gaines®, STIHL, Toro®, Traeger®, Weber®, YETI®, and other items individual stores or ehardware.com/customer-service?page=exclusions may designate. Cannot be used with any other offer except rewards. See store for additional details. If merchandise is returned, customer will receive discounted price paid.

**Children's
Miracle Network
Hospitals**

SOCIAL COPY (ORGANIC, 280 character MAX)

Grab a bucket and help kids! Visit your local Ace on August 2-4 to make a \$5 donation to our local CMN Hospital and get a limited-edition 5-gallon bucket (while quantities last). Receive 20% OFF almost everything that fits in the bucket and support kids too! Exclusions apply. See details.

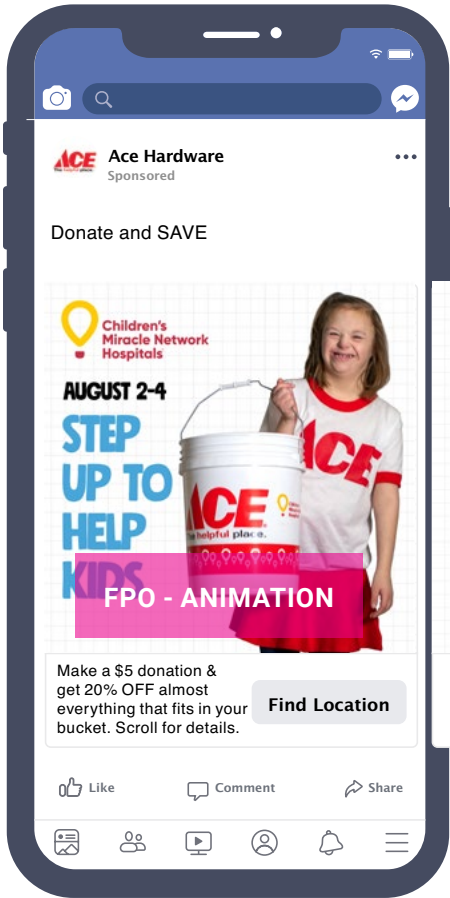
URL: www.acehardware.com/CMN-bucket-sale
HEADLINE: Donate and SAVE
LINK DESCRIPTION: Make a \$5 donation and get 20% OFF. Exclusions apply. See details.
CTA: FIND LOCATION

VERSION PAID MEDIA (122 Characters)
Make a \$5 donation to our local CMN Hospital at Ace and get a 5-gallon bucket (while quantities last) to fill with savings.

acehardware.com/CMN-bucket-sale

INSTAGRAM REGULAR & CAROUSEL POST COPY

Grab a bucket and help kids! Visit your local Ace on August 2-4 to make a \$5 donation to our local CMN Hospital and get a limited-edition 5-gallon bucket (while quantities last). Receive 20% OFF almost everything that fits in the bucket and support kids too! Exclusions apply. More details at www.acehardware.com/CMN-bucket-sale



<p>STEP 1</p> <p>DONATE</p> <p>\$5</p> <p>to our local CMN Hospital for a five-gallon bucket* While quantities last</p> <p>Shop Now</p>	<p>STEP 2</p> <p>RECEIVE</p> <p>20% OFF*</p> <p>almost everything that fits in your bucket* See the last slide for more details</p> <p>Shop Now</p>	<p>STEP 3</p> <p>CELEBRATE</p> <p>100% OF YOUR DONATION</p> <p>benefiting our local CMN Hospital</p> <p>Shop Now</p>	<p><small>*LIMIT ONE BUCKET AND ONE OFFER REDEMPTION PER CUSTOMER. Valid in-store only at participating Ace Hardware stores. Discount applies to the regular price of in-stock merchandise that can fit inside the bucket at one time. Merchandise placed in the bucket must remain in its original packaging. No rain checks will be given. Not valid on prior purchases. NOT VALID ON ALL BRANDS EVEN IF SHOWN IN THIS ADVERTISEMENT AND NOT VALID FOR THE FOLLOWING: rentals, services, gift cards, gov't issued items (e.g., garbage tags), building materials, pet food, fuel, power tools/equipment, small appliances, water heaters, grills Benjamin Moore®, Big Green Egg®, EGO®, Magnolia Home by Joanna Gaines®, STIHL, Toro®, Traeger®, Weber®, and YETI®, and other items individual stores or acehardware.com/customer-service?page=exclusions may designate. Cannot be used with any other offer except rewards. See store for additional details. If merchandise is returned, customer will receive discounted price paid. www.acehardware.com/CMN-bucket-sale</small></p>
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Name: Member Name
Member ID: 19933017359
Current Points: 1966

SHOP

TIPS & ADVICE

THE PAINT STUDIO

LOCAL AD

AUGUST 2-4

Children's Miracle Network Hospitals

STEP UP TO HELP KIDS

- DONATE \$5**
to our local CMN Hospital for a five-gallon bucket* While quantities last.
- RECEIVE 20% OFF***
almost everything that fits in your bucket 1503390
- CELEBRATE 100% OF YOUR DONATION**
benefiting our local CMN Hospital

LILY Lifelong Patient MultiCare Yakima Memorial Hospital

FPO - ANIMATION

MAKE A \$5 DONATION AND RECEIVE 20% OFF!
WHILE QUANTITIES LAST.

Help Ace Support Your local Children's Miracle Network Hospital.

Visit your local Ace on August 2-4 and make a \$5 donation to our local CMN Hospital. Get your limited-edition, five-gallon bucket (while quantities last) and receive 20% OFF almost anything that fits in the bucket.

MORE DETAILS

Visit your local Ace on August 2-4 and make a \$5 donation to our local CMN Hospital. Get your limited-edition, five-gallon bucket (while quantities last) and receive 20% OFF almost anything that fits in the bucket.

Mobile

Park Ace Hardware - Tinley Park, IL

Open until 8 PM

1

DONATE

\$5

10 local CMN hospitals for a five-gallon bucket!

2

RECEIVE

20% OFF

almost everything. Not here in your bucket!

3

CELEBRATE

100%

DONATION

benefitting our local CMN Hospital

Step Up To Help Kids

Visit your local Ace on August 2-4 and make a \$5 donation to your local CMN Hospital. Get your limited-edition, five-gallon bucket (while quantities last) and receive 20% OFF almost anything that fits in the bucket.

MORE DETAILS

Shop by Category

Grills & Smokers

Lawn Mowers

Lawn Care

Patio

Outdoor Heating

Ladders

FREE ASSEMBLY & DELIVERY

on Push Mowers \$399+*

*See Details

ACE

REWARDS

EXCLUSIVE

Shop Now